

Leander Public Library

Strategic Plan FY 2013 - FY 2015



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Introduction

As the population of Leander continues to grow and change, it is of utmost importance for the library to keep attuned to the needs of the community. Established in 1987, the Leander Public Library moved into a state-of-the-art facility at its current location in 2006, which has become a vital resource the community relies upon for a myriad of informational needs. Formulating a strategic plan is fundamental to ensuring the goals of the library continue to meet those needs.

The goals and objectives of this strategic plan for FY 2013 – FY 2015 were selected by coalescing the City of Leander's goal for the library, the library's mission, resources and capabilities in our ever-changing hi-tech world, community input, and library staff recommendations. A three year timeframe was chosen to remain responsive to the anticipated growth of the community and encourage exploration of collaborative partnerships and technological solutions to stretch resources. Recognizing the importance of monitoring the Library's progress towards achieving its goals, the staff will collect data on key indicators. During the period of this plan the library will be measuring two types of indicators: the number of units of service – such as items circulated and Internet access sessions; the number of users who participate in or use various services – such as programs, story hours, and overall attendance at the library.



Strategic Planning Process

The strategic planning process began with an inventory of the Leander Public Library's current resources and services.

- The library is open to the public 74 hours each week and houses a collection of more than 45,000 items including books, audiobooks (including downloadable audiobooks), films, music, and online resources such as Mango Languages and Chilton's Auto Repair.
- Twenty-four public computers provide Internet access and Microsoft Office 2010 applications, and wi-fi is available within and around the library proper.
- Eight weekly programs include daily story times for young children, Bow-Wow Buddies reading therapy dog, and GED classes.
- Teen gaming nights, adult book club, and Leander Writers' Guild are among the six monthly programs.
- Special events such as Teddy Bear Bash, Winter Wonderland, and the Summer Reading Program are held annually.
- The library utilizes RFID technology for circulation and upgraded the integrated library system software a year ago.
- The Texas State Library and Archive Commission sets the library's service population at 26,521, about 54% of which are registered patrons, and the library welcomes about 10,000 visitors each month.

For the next step in the planning process, a survey was developed to gather input from the library community. Residents were provided the opportunity to weigh in on the importance of various library service priorities as well as to let us know why they use or don't use the library. Two hundred survey responses helped us to determine which priorities were extremely important to our library users. Below are the recommendations for focusing our efforts in the next three years:

1

Create Young Readers: Early Literacy – Children from birth to five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

3

Satisfy Curiosity: Lifelong Learning – Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

2

Stimulate Imagination: Reading, Viewing, and Listening for Pleasure – Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

4

Visit a Comfortable Place: Physical and Virtual Spaces – Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

Using this information, we drafted the plan that follows. This strategic plan, which meshes the City of Leander's goals for its library with the library's mission to provide service to the community, will serve as a guide to meeting our community's needs now and in the near future.

Goals and Objectives

Goal 1. CREATE YOUNG READERS:

Early Literacy - Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.



George's story time on Monday mornings.

Objective 1A: By FY 2013, 2000 preschool children and their caregivers will participate in programs and activities that promote early literacy, with participation growing by 3% annually.

Objective 1B: By the end of FY 2013, circulation of Easy and Board Books will increase from 26438 to 27000 and continue to increase by 3% annually.

Objective 1C: By FY 2014 the library will explore partnerships with children's support agencies and hold at least two events that promote early literacy.



"Where the Wild Things Are" puppet show.

Objective 1D: By FY 2014, the library will offer outreach services at off-site locations, such as story times at childcare organizations.

Goal 2. STIMULATE IMAGINATION: Reading, Viewing, and Listening for Pleasure

- Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

Objective 2A: In FY 2013, circulation of print and media items among adults will increase from 58,105 to 60,000 and increase by 2% annually.

Objective 2B: In FY 2013, circulation of print and media items among children and teens will increase from 65,523 to 68,000 and increase by 2% annually

Objective 2C: By FY 2014, at least 200 people will participate in book clubs, writing clubs, or other meetings hosted by the library that enhance leisure activities, with participation increasing by 5% annually.



Summer Reading Program fun.

Objective 2D: By 2013, the library will offer information in various formats, including print, digital, and online, and continue to research other emerging formats suitable for library service as demand warrants and funding permits.

Goals and Objectives

Goal 3. SATISFY CURIOSITY:

Lifelong Learning – Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Objective 3A: In FY 2013, the library will circulate at least 20,000 items from a well-balanced non-fiction collection in various formats that appeals to a wide range of community and information needs, and increase by 2% annually.

Objective 3B: In FY 2013, 300 adults will participate in library programs that promote and enhance personal development, and participation will increase by 3% annually.

Objective 3C: In FY 2013, 100 teens will participate in programs or group activities at the library, and participation will increase by 5% annually.

Objective 3D: By FY 2014, 1000 school-age children will utilize materials and resources to support their learning and school assignments, and participation will increase by 3% annually

Objective 3E: In FY 2013 – FY 2015, 35 displays or exhibits will highlight trending issues and topics of interest annually.



Banned Books Week display

Objective 3F: By FY 2015, annual user surveys will indicate that 90% of users find library resources that meet their interests and learning needs.

Goal 4. VISIT A COMFORTABLE PLACE: Physical and Virtual Spaces –

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

Objective 4A: In FY 2013, the Study Rooms will be utilized at least 1300 times and maintain this level through FY 2015.

Objective 4B: By FY 2014, the library will offer at least four family and community-oriented programs annually.



A close look at critters during Summer Reading.

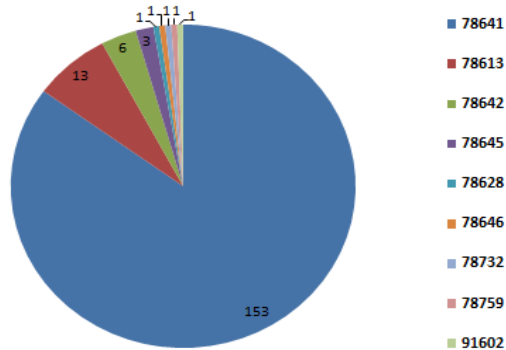
Objective 4C: In FY 2013 – FY 2015, the library will evaluate technology needs annually, providing appropriate hardware solutions and software services to meet user demand.

Objective 4D: Throughout FY 2013 – 2015, the library's website will be evaluated for user-friendliness and community accessibility and it, along with calendars, blogs, and social networking sites will be updated with timely information at least monthly.

Appendix

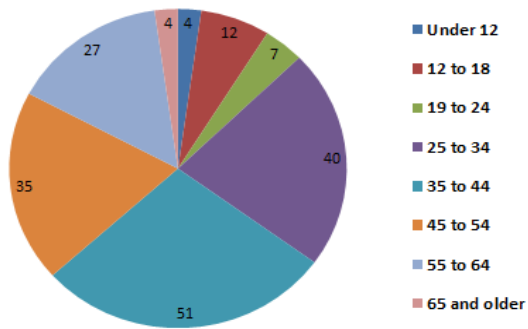
LEANDER PUBLIC LIBRARY COMMUNITY SURVEY QUESTIONS AND RESPONSES

Question 1: What is your zip code?



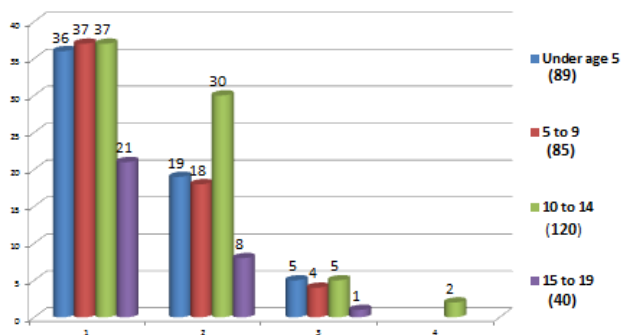
1. Seventy-five percent (75%) of respondents live in Leander.

Question 2: Please indicate your age group



2. More responses came from the 35 – 44 age group than any other.

Question 3: Please indicate the number and ages of children under age 19 in your home:



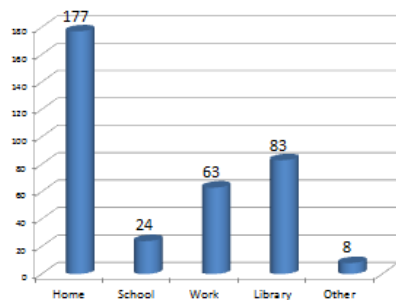
3. Three hundred thirty-four (334) children were represented by those filling out the survey.

Appendix

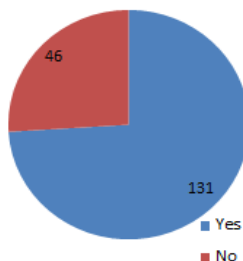
Question 4: Do you have access to a computer?

Yes... 187 No...2

If yes, where?



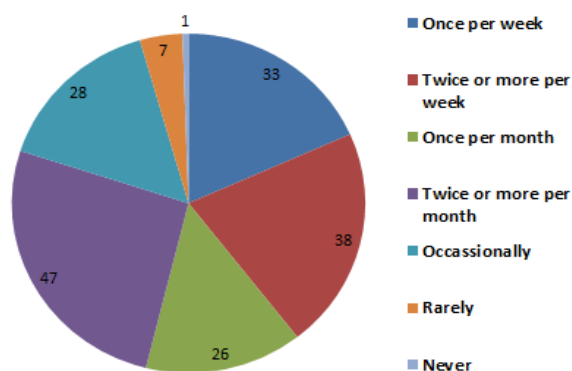
Question 4a: Do you access the Internet on a mobile device?



4. Nearly all (99.8%) responders have access to a computer and most use it at home.

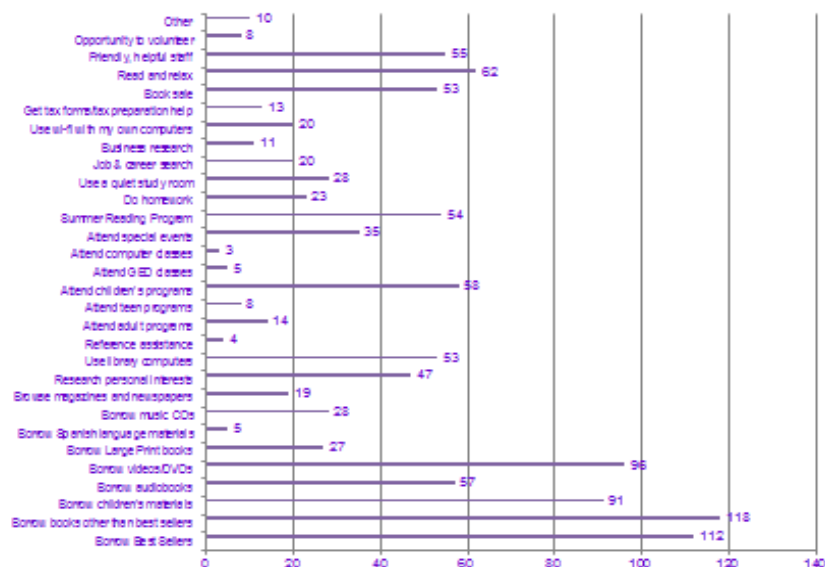
4a. Three-quarters (75%) of responders access the Internet on a mobile device.

Question 5: How often do you visit the library?



5. More responders visit the library twice or more per month.

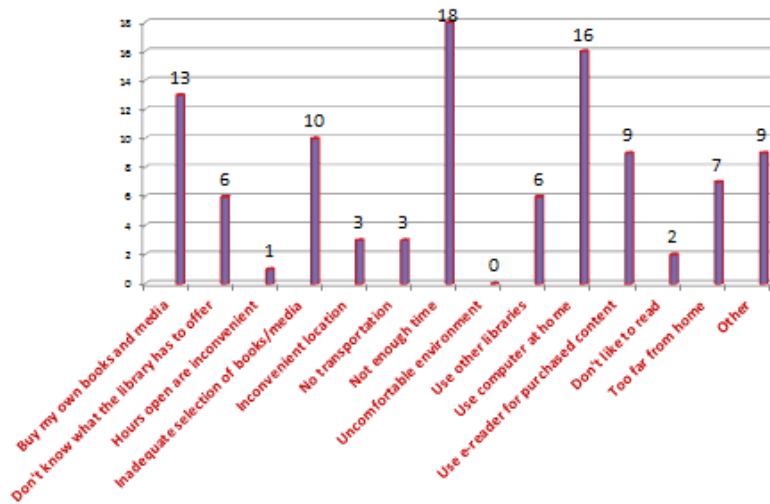
Question 6: People have many different reasons for visiting the library, some of which are listed below. Please check all that apply to you:



6. The main reason respondents visit the library is to check out books other than bestsellers, followed closely by checking out bestsellers and checking out DVDs and videos.

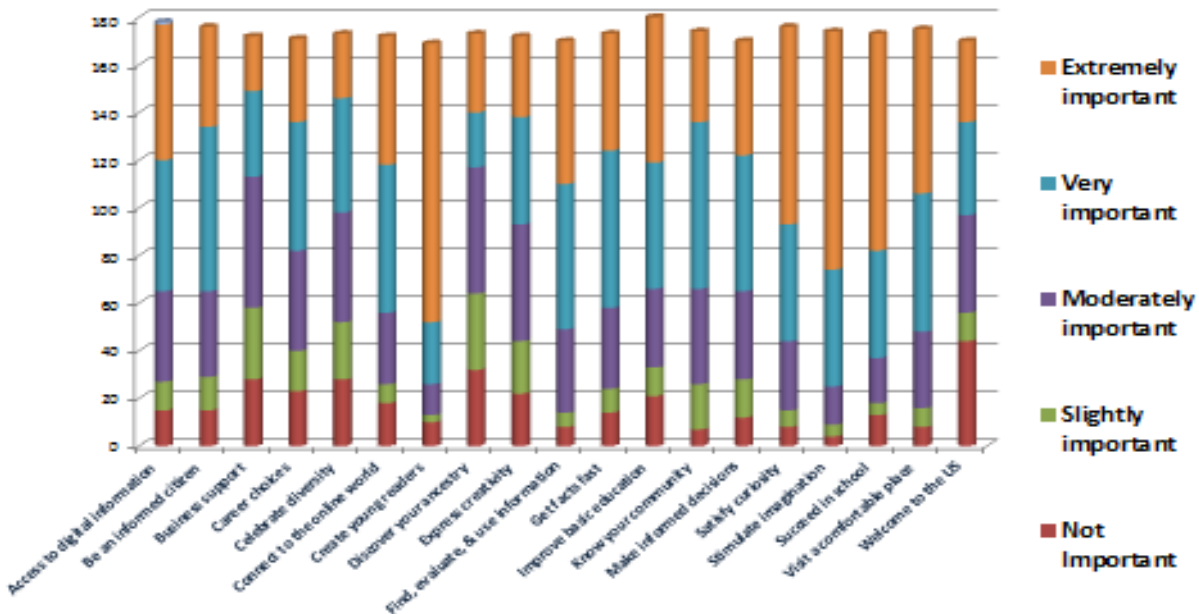
Appendix

Question 7: If you don't visit the Leander Public Library regularly, please tell us why (check all that apply):



7. The primary reason respondents don't visit the library is because they don't have enough time.

Question 8: Libraries provide many services for the community. Please rank the following library services for importance to the Leander Public Library community:



8. According to respondents, the number one extremely important service that the library provides is creating young readers. Also extremely important are stimulating imagination, satisfying curiosity, and visiting a comfortable place.

Appendix

COMMENTS AND SUGGESTIONS

- Get e-books.
- Subscribe to Vegetarian Times.
- Need more art books.
- Do you still need bookstore volunteers and Foundation board members?
- When will you have e-books?
- Hard to find stuff on website.
- Thank you for being here.
- I love our library and donate my books to make it better!
- Ebooks!!
- If I win, donate card to library.
- Always a comfortable place to be!
- This library is a HUGE Blessing to me & my family. Thank you!
- Y'all do a great job!
- Would love to see more wholesome & Christian children's lit.
- This has been extremely helpful in my job search, and has helped my routine. Thanks!
- Everyone is always very friendly!
- The library is the only place one can get a truly free education. I support you 100%.
- I would love to see more genealogy research tools.
- Would like to find ways to help the library increase its book collection – my son says he's "read everything" here and I'd rather go to the Leander Library than elsewhere for books.
- More antibacterial wipes for computers. One alcohol prep does not clean the equipment properly. I am given one alcohol prep each time I use the computer.
- I appreciate how kind & helpful each of you is!
- Thank you for such a warm and compassionate staff!
- Thank you for our great library! Just wish there were more sewing resources – patterns, tutorials, etc.
- Can't visit as often due to fees - maybe amnesty period would be helpful. I am currently laid off. Thanks.
- Y'all are awesome!
- While all these things might not be vital to me they are vital to someone. Keep up the great work!
- You have an amazing choice of books!
- Very quiet place to study.
- It would be a good idea to move the date of computer classes so they won't be the same day and time of the GED class.
- The employees that work at the library are often nice people with good communication skills that know what they're doing.